

Indianapolis SCORE Presents A Business Workshop Series
Exclusive to potential Start-Up Business Owners

Simple Steps to
START YOUR OWN BUSINESS

Investigate if your business plans and ideas are sound...
Attend this **FREE PREVIEW 2 Hr. Workshop:**

This is the perfect forum where you can
investigate if your business plans and ideas
are sound!

SATURDAY, MAY 21, 2011
at these **THREE** locations

10:00am Hendricks Cty. Economic Dev Dept.
5250 E US Hwy 36, Avon

10:00am Lawrence Library
7898 Hague Rd.

10:30am Noblesville Economic Dev Dept.
16 S. 10th St. (corner at Conner St.)



Workshop 1	START-UP BASICS...Free Introduction •Introduction to Myths & Pitfalls •Success Factors Through your Journey •Business Details/Requirements/Regulations •Funding & Cash Management •Business Plan, Marketing Plan Strategies •Homework with Feasibility Study
Workshop 2	Building a Clear Business Concept •Creating a Meaningful Business Plan •Meet Ann's Nursery's Business Plan Template •Industry, Customer & Competitive Data •Finding Resources for Feasibility Study
Workshop 3	Strategic Marketing Planning •Analysis of Market Share & Competition •Building Unique Product & Services Value •Building Multi-Layered Marketing Mediums •Pricing, Positioning, Prospecting •Juggling Daily Operations vs. Finding Customers
Workshop 4	Smart Financial Management •Building the Financial Plan •Start-Up funding •Fixed and Variable Expenses •Forecasting Sales Units & Pricing •Understanding Financials: The P&L Statement, Income Statement, Cash Flow Statement, Balance Sheet, Proformas, Financial Projections
Workshop 5	Funding Sources •Homework Review on Financial Statement •Accounting/Bookkeeping •Six "Cs" of Credit and Banking Relations •Sources of Capital (traditional/non-traditional) •Go or No Go! •Next Steps, Action Plan!

Do I Have What it Takes ?

- Will my idea be the right business for me ?
- How much money do I need ?
- Do I have to right a business plan ?
- How do I make a decision to "go" or "no go" ?

**Sessions Guide You Through
The Tough Decisions ?**

Beginning with a Free Introduction Workshop,
this 5 part Series will guide attendees toward making
smart decisions to help insure a successful start-up.

**SCORE Workshops Include
Hands On Mentoring**

- Bringing know-how from the real business world
- Attending and working one on one in the workshops
- Over 70 Local counselors covering all areas of expertise
- Available as your business's future advisory council
- (Never a fee for individual counseling !)

SCORE
FOR THE LIFE OF YOUR BUSINESS

Chapter 6 • INDIANAPOLIS • 317-226-7264

Volunteer Counselors with Licenses of Supervisors and Business Ownership...
Offering Fresh Consultation, Mentoring & Workshops

SEATING IS LIMITED...REGISTER ON LINE
www.INDYSCORE.org
click "simple steps to start your business"

call SCORE 226-7264 daily till 3pm, or leave VM